

Message Text

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FM AMCONSUL GENOA

TO USDOC WASHDC

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AMEMBASSY ROME

AMCONSUL NAPLES

AMCONSUL TRIESTE

AMEMBASSY BELGRADE

AMCONSUL ZAGREB

RUQMZACUAMEMBASSY ATHENS 0052

UNCLAS GENOA 0094

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: PORT AND SHIPYARD EQUIPMENT TRADE MISSION VISIT GENOA

FOR MURRIN/ALE (BIC/OIM/SAD) FROM DOBBIN/COZART

1. MISSION VISIT GENOA AND ITALY COMPLETED FEBRUARY 21.
ALL MEMBERS VERY PLEASED WITH RESULTS THEIR VISIT GENOA AND
CONSIDER MISSION HIGHLY SUCCESSFUL FOR VISITS ALL ITALIAN
CITIES. IMMEDIATE SALES RESULTS LIMITED, BUT LONG RANGE
SALES PROSPECTS VERY ENCOURAGING FOR ALL COMPANIES.
MEMBERS CONSIDER THAT VISITS TO ITALIAN CITIES COMPLETELY
SATISFIED THEIR BUSINESS OBJECTIVES, PARTICULARLY IN
RELATION TO CONTACTS MADE WITH ITALIAN BUSINESSMEN AND PORT
AND SHIPYARD OFFICIALS. AS AIRCO REPRESENTATIVE NOTED
QUOTE BUSINESS APPOINTMENTS PROVED MORE THAN EXPECTED,
AND WILL BE HARD TO FOLLOW UP BECAUSE OF VOLUME OF
OPPORTUNITIES GENERATED UNQUOTE.

2. GENOESE CONTACTS SHOWED GREAT ENTHUSIASM FOR MISSION.
ASSOCIATION OF INDUSTRIALISTS AND GENOA CHAMBER OF COMMERCE
WERE MOST GRACIOUS IN PROVIDING FACILITIES FOR BUSINESS
APPOINTMENTS. ASSOCIATION OF INDUSTRIALISTS ALSO HOSTED
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LUNCH FOR MISSION MEMBERS AND KEY GENOA BUSINESSMEN. ONE

ITALIAN OFFICIAL NOTED THAT THE MISSION WAS THE GREATEST
US-RELATED NON-BUSINESS ACTIVITY EVER TO HAPPEN IN GENOA.
LOCAL BUSINESSMEN WERE IMPRESSED WITH THE COMPETENCE AND
THE MISSION MEMBERS AND WITH THE HIGH TECHNOLOGY
OF THE AMERICAN COMPANIES.

3. CONSUL VINCENZO BRUNO, CONTROL OFFICER GEORGE WARD AND
ADMINISTRATIVE OFFICER PATRICIA HAIGH PROVIDED OUTSTANDING
SUPPORT FOR THE MISSION. MEMBERS OF THE CONSULATE GENERAL S
IBBYAN STAFF, PW ICCNKSULYXIANFRANCO ARREGUNI, -07 83
? "-)3, BRUNO LISI 3\$ -,3)83 3 5344-:8-,9, ALSO PROVIDED
INVALUABLE ASSISTANCE IN MISSION ARRANGEMENTS AND EXECUTION.
THIS CONTINUES THE EXTRAORDINARY SUPPORT FOR THIS MISSION
THAT HAS BEEN RECEIVED FROM QCSTS IN ALL MISSION CITIES
IN ITALY, INCLUDING OVERALL DIRECTION FROM AMEMBASSY ROME.

4. MISSION WITHIN BUDGET FOR ALL STOPS IN ITALY.
HOSPITALITY FUNDS SUFFICIENT. BRUNO

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